

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.11. (Canceled)

12. (Currently Amended) An apparatus comprising A system for a sponsored-games network comprising:

a communications network;

a game sponsoring gateway in communication with said communication network; a processor in communication with a network, wherein the processor is configured to:

a user terminal in communication with said network to access said game sponsoring gateway;

receive game data processable to present a game from a game server; a game server, in communication with said game sponsoring gateway, which supplies games over said communication network to said user terminal; and

receive advertising from a sponsor content server via the network; in communication with said game sponsoring gateway, which supplies advertising over said network to said user terminal; and wherein

insert the advertising in the game data;

insert an instruction in the game data to instruct a user terminal to cause display of the advertising during a break point in game play; and

transmit the game data to the user terminal via the network.

the game sponsoring gateway controls providing of the games from the game server and advertisements to the user terminal from the sponsor content server.

13. (Currently Amended) A system-An apparatus in accordance with claim 12 further comprising wherein the processor is further configured to:

a location server communicating with the game sponsoring gateway which provides receive information indicating a location of the user terminal from a location server; to the game

~~sponsoring gateway which and uses~~

~~control providing of the advertising using the location of the user terminal, in controlling providing of advertisements to the user terminal.~~

14. (Currently Amended) ~~A system~~ An apparatus in accordance with claim 12 wherein the processor is further configured to further comprising:

~~a user data server in communication with the game sponsoring gateway which provides~~ receive user information on ~~the~~ a user of the user terminal from a user data server; and to the game sponsoring gateway which uses the

~~user information to control content of the advertising the advertisements provided to the user terminal based on the user information.~~

15. (Canceled)

16. (Currently Amended) ~~An apparatus A system~~ in accordance with claim ~~15~~ 12 further comprising wherein the processor is further configured to :

~~means for profiling a user accessing games through said user terminal and supplying~~ receive user dependent information to said ~~game sponsoring gateway which to~~ selects the advertising for display in the games provided to the user terminal.

17. (Currently Amended) ~~An apparatus A system~~ in accordance with claim ~~15~~ 12 further comprising wherein the processor is further configured to :

~~means for determining the location of a user accessing games through a user terminal and supplying~~ receive said ~~a~~ location to the ~~game sponsoring gateway for selecting~~ geographic sensitive advertising for display in the games provided to a the user terminal.

18. (Currently Amended) ~~An apparatus A system~~ in accordance with claim 12 wherein the processor is further configured to ~~15 comprising:~~

~~means for providing a profile of a user who is using the user terminal to access the system including information of the user's preferences to said game sponsoring gateway~~

~~which~~receive a user profile comprising user preferences; and

~~-selects the~~advertising for display in ~~the~~ games provided to the user terminal ~~based on the~~
~~user preferences.~~

19. (Currently Amended) ~~A system~~An apparatus in accordance with claim 15-12 ~~comprising~~
~~wherein the processor is further configured to:~~

~~means for providing a profile of a user who is using the user terminal to access the system~~
~~including information of the user's profile to said game sponsoring gateway which~~ ~~receive~~
~~a user profile; and~~

~~selects the~~advertising for display in ~~the~~ games provided to the user's terminal ~~based on~~
~~the user profile.~~

20. (Currently Amended) ~~A system~~An apparatus in accordance with claim 15-12 ~~further~~
~~comprising wherein the :~~

~~means at instruction instructs the user terminal for to~~ dynamically displaying the advertising in
the game.

21. (Currently Amended) ~~A system~~An apparatus in accordance with claim 15-12 ~~wherein~~
~~the instruction comprises a tag to identify the break point, further comprising:~~

~~means at the user terminal for displaying the advertising including breaks indicating~~
~~when in playing the game the advertising is to be presented with the breaks being identified tags.~~

22. (Currently Amended) ~~A system~~An apparatus in accordance with claim 15-12 ~~wherein~~
~~the further comprising:~~

~~means at the terminal for instruction instructs the user terminal to~~ dynamically stopping the
game to display the advertising.

23. (Currently Amended) ~~A system~~An apparatus in accordance with claim 15-12 ~~wherein~~
~~the further comprising:~~

~~means at the instruction instructs the user terminal for to~~ displaying the advertising ~~with~~ during

the breaks point for the advertisements in the game that is between missions in the game.

24. (Currently Amended) ~~A system~~ An apparatus in accordance with claim 15-12 wherein the further comprising:
means at the instruction instructs the user terminal for the game to be to displayed the game after
the advertising advertisements isare displayed.

25. (Currently Amended) A method for ~~supplying games~~ comprising:
receiving game data processable to present a game via a network;
receiving advertising via the network;
inserting the advertising in the game data;
inserting an instruction in the game data to instruct a user terminal to cause display of the
advertising during a break point in game play; and
transmitting the game data to the user terminal via the network.
accessing a game sponsoring gateway through a communication network;
accessing a game from a game provider through said game sponsoring gateway; and
wherein
the game sponsoring gateway controls providing games from the game provider for a
specific user and controls selecting advertising from a source of advertising for the specific user
which selected advertising is provided to the specific user under control of the game sponsoring
gateway.

26. (Currently Amended) A method in accordance with claim 25, further comprising:
determining a user specific profiles which; areis used for selecting said advertising.

27. (Currently Amended) A method in accordance with claim 25, further comprising:
determining the a user's geographic location of the user terminal; and
inserting said advertising into the game datafor display to said user dependent upon
based on the user's geographic: location.

28. (Canceled)

29. (Currently Amended) A method in accordance with claim 25, ~~further comprising: using the game sponsoring gateway to selecting~~ the advertising supplied to the user in games supplied over the network based on upon a criteria from a historical database comprising user profile containing information about the user.

30. (Currently Amended) A method ~~for supplying sponsored games comprising:~~
 ~~accessing a game sponsoring gateway, from a user terminal through a communication~~
 ~~network, the game sponsoring gateway authenticating the user;~~
 ~~accessing a user data server from the game sponsoring gateway to receive a user profile;~~
 ~~to determinedetermining if the user will that a user terminal accepts advertisements~~
 advertising attached to select game data based on the user profile;
 ~~when the advertisements are acceptable, the game sponsoring gateway retrieves a profile~~
 ~~of the user from the user data server;~~
 ~~based upon the profile of the user, the game sponsoring gateway retrievinges the an~~
 ~~advertisements from a sponsor content serverbased on the user profile or on a location of the user~~
 ~~terminal;~~
 ~~retrieving with the game sponsoring gateway user selected game data from a game~~
 ~~server;~~
 ~~scanning the user selected game data with the game sponsoring server to identify a~~
 ~~placeholders according to the profile of the user, preferences of the user or a current geographic~~
 ~~location of the user obtained from a location server; and~~
 inserting an instruction in the game data to instruct the user terminal when to display the
 advertisement during a break point in game play.
 ~~inserting the advertising in the placeholder; and~~
 transmitting the game data to the user terminal via the network.
 ~~inserting with the game sponsoring server each retrieved advertisement into a least one~~
 ~~placeholder.~~

31. (Canceled)

32. (New) An apparatus comprising:

a processor in communication with a network, wherein the processor is configured to:
receive game data of a game via the network, wherein the game data comprises an advertisement and an instruction to instruct when to cause display of the advertisement during a break point in game play;
process the game data to present the game; and
present the advertisement in accordance with the instruction during the break point.

33. (New) The apparatus of claim 32, wherein the processor is further configured to resume the game after the advertisement.

34. (New) The apparatus of claim 32, wherein the processor is further configured to present the advertisement in a border of a screen displaying the game.

35. (New) A method comprising:

receiving game data of a game via a network, the game data comprising an advertisement and an instruction to instruct when to cause display of the advertisement during a break point in game play;
processing the game data to present the game; and
presenting the advertisement in accordance with the instruction during the break point.

36. (New) The method of claim 35, further comprising resuming the game after the advertisement.

37. (New) The method of claim 35, wherein the advertisement is presented in a border of a screen displaying the game.